

ABSTRACT

A device, system, and method for manually arranging products on a display shelf. A plastic ridged base may be cut to a desired display shelf width along preformed notches and then be placed on the display shelf. Excess base width may serve as a rear backing element to support row partitions. The ridges support merchandise and permit a pull member to rest between ridges. The pull member may be manually pulled to bring merchandise to the front of a row. The ridges may be universal, or may be of specific dimensions for items such as soup cans or baby food jars. Narrow base sections may be extruded and snapped together to form a desired base unit width. A spring or elastic active alignment device may be used on the base to move display items forward on a shelf.